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EXTENSION SERVICE

# REVIEW

U.S. DEPARTMENT OF AGRICULTURE \* FEBRUARY 1971

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RURAL  
DEVELOPMENT—page 16

*The Extension Service Review is for Extension educators—in County, State, and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their communities.*

*The Review offers the Extension worker, in his role of educational leader, professional guideposts, new routes and tools for speedier, more successful endeavor. Through this exchange of methods tried and found successful by Extension agents, the Review serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.*

**CLIFFORD M. HARDIN**  
*Secretary of Agriculture*

**EDWIN L. KIRBY, Administrator**  
*Extension Service*

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**Director: Walter John**  
**Editor: W. J. Whorton**

**Associate Editor: Mary Ann Wamsley**

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## EXTENSION SERVICE

# REVIEW

*Official monthly publication of Cooperative Extension Service; U. S. Department of Agriculture and State Land-Grant Colleges and Universities cooperating.*

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## Challenge of a new city

There's a taste of tomorrow in the Howard County, Maryland, program described in this issue. The Extension home economist is finding that a "new town" offers special opportunities for Extension work. Think about the possibilities—a city where everyone is a new resident, all the homes are new, all the businesses are new, communities are just beginning to organize.

Here are opportunities for helping homemakers, youth, community groups, and businessmen at a time of adjustment when they are likely to be highly receptive to assistance. Extension has long been a leader in helping people to adjust to new situations. Here, as the Maryland home economist discovered, are a whole cityful of people trying to adjust at once.

Some planners foresee many "new cities" like Columbia, Maryland, to cope with the need for development away from existing metropolitan areas. These—like Columbia—would not be simply housing developments with a few amenities, but complete urban centers providing all the residential, employment, business, cultural, recreational, and entertainment needs of their citizens.

Maybe the "new town" idea will spread, maybe not. In any case, other developments are sure to come along to change people's needs. Extension's usefulness in this as yet uncertain future will depend on its ability to change with the times and not just respond to people's changing needs, but anticipate them.—MAW



by  
Dean C. Bork  
Extension Agricultural Editor  
Michigan State University

## Emphasis on the environment

Even before the national news magazines devoted major attention to environmental quality, an instructor at Ferris State College, Michigan, and young people from the area formed the Environmental Health 4-H Club.

"We try to study everything relating to the environment—water quality, air pollution, land use, insects, pesticides, food quality, and many other topics," explains Richard Hunter, club leader and college instructor.

The club meets every other Saturday in a laboratory on the college campus. The young people can use microscopes, plant and animal specimens, bacterial cultures, chemicals, models, instruments to measure radioactivity, and a variety of other laboratory equipment.

"Young people using the college's equipment and facilities to learn about the environment represents a new 4-H approach," says David Pratt, area Extension 4-H youth agent.

The equipment and facilities make it possible for the young people to study bacteria under microscopes, dissect grasshoppers, and see tiny plant and animal life in pond water.

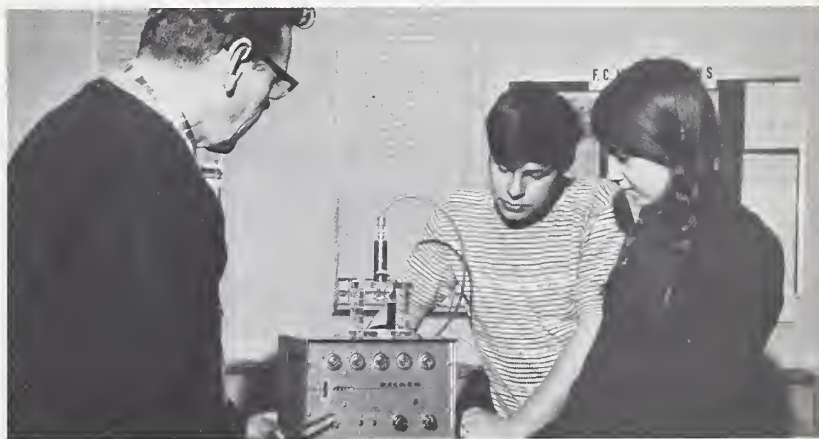
"The kids really get a kick out of looking through a microscope and seeing organisms swimming around in a pond water sample," says Hunter.

The club puts into practice the 4-H motto of "learning by doing."

The young people went on several field trips last summer. They collected insects, took water samples from streams and lakes, saw the effects of land planning, and observed soil management techniques, among other things.

Hunter was a leader for a 4-H entomology project a few years ago but he

*At right, 4-H leader Richard Hunter helps a 4-H'er identify parts of a dissected grasshopper during a session in the college lab. Below, 4-H agent David Pratt (center) looks over a radioactivity measuring instrument with a club member as Hunter explains its operation.*



was interested in a broader approach to the problem of environmental health. He thinks the new Environmental Health 4-H Club represents this broader approach to the complex, interacting area of environmental problems.

The club has two age groups. The younger group is for those 9 to 11 years of age. The older group includes 12- to 17-year-olds.

For the younger group, Hunter generally relies on experiments and visual aids as teaching mediums. "Difficult subject matter has to be presented in an interesting, fast-moving

manner to keep a 10-year-old's attention," he points out.

Most communities probably have many people like Hunter who could contribute specialized talents and abilities to youth programs. Hunter is an experienced teacher devoted to increasing young people's understanding about his specialty—in this case, an especially relevant and contemporary subject area.

And use of school equipment and facilities for 4-H programs yields extra dividends for taxpayers' investment in education. □

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## 'Selling' performance testing

Want to upgrade the beef cattle industry in your county? Or in a corner of your State? Sell performance testing.

Here is how a Tennessee Extension agent goes about it:

"On my visits to beef herd owners in my county, sometimes I'll hook onto the portable scales before I start out. Then I suggest to the cattleman that we ought to weigh a few of his calves."

This is one method that M. O. Shephard, Jr., of Dickson County, Tennessee, uses. Another: "I've got a set of freeze-branding irons which I bought myself, and I'll do some freeze-branding—explaining to the beef cattle farmer that branding will help discourage stealing of cattle.

"If he has said before 'But I don't have my cattle numbered!' when asked to join the University of Tennessee beef cattle performance testing program, I'll ask why he doesn't join now; now he's got his cattle marked." This encourages joining the performance testing program.

At last count, "Shep" had 20 beef cattle farmers enrolled in the performance testing program in his county—way above average for the State. Those who have joined are sold on it.

"You've got to get the cattle owner to sell himself on the program," Shephard explains. "For instance, the branding itself and numbering of his beef cows may have been the last bit of resistance to joining the program.

"And those scales which I hook behind my pickup before an onfarm visit may just reveal good-doing calves that their owner didn't suspect were doing that well."

Even though one farmer had memorized each cow and when each calf was dropped, one of his calves weighed 130

pounds more than another by the same bull—a difference he had not estimated. "This farmer sold himself on the performance testing program with his beef cattle and promptly gave me the \$10 entrance fee!"

Shephard's county has medium class soil, much running water, and is rolling in topography—perfect for a grass program. And with grass, the trend is toward beef cattle instead of sheep. Sheep are disappearing for several reasons: more dogs needed, and less labor available for shearing and other chores that go with a sheep flock.

Twenty years ago, when Shephard became Extension agent, the county had 15,000 to 20,000 acres of improved

grassland. Now, about 100,000 acres have received modern lime and fertilizer treatments.

Agricultural income for Dickson County is up to \$3.25 million a year—\$1.5 million of which comes from beef cattle. This indicates the scope of the county's beef cattle enterprise.

Of course Shephard is sold on beef cattle himself or he couldn't sell others on it. He majored in animal science at the University of Tennessee and got a minor in agronomy. The two go hand-in-hand as agent background for Dickson County.

Like other agents, Shephard interests his farmers in special trips. He recalls when he persuaded a couple of carloads



*Dr. Haley Jamison, left, and M. O. Shephard, Jr., third from left, explain some sales reasons why several prospects should join the Tennessee Beef Cattle Improvement Program.*



of beef cattle owners to attend their first performance-tested bull sale. Not one of the five beef cattlemen in his car had paid over \$350 for a bull. And about 85 percent of farmers in his county are part-time farmers—some are factory workers.

"How much will we have to pay for a bull down there if we buy one?" one cattleman asked.

"At the last sale held a year ago, the lowest-cost bull sold for \$550," Shephard replied. The chatter in the car quieted down until they reached the sale location. They then scouted seven or eight bulls they all liked.

Came the bidding: one Dickson County farmer began adding money to a bull that had started at \$1,000—a particularly fine bull. When the price reached \$1,350 he asked Shephard if he ought to go higher. "You came down here to buy a bull, didn't you?" was the answer. The farmer bought the bull—for around \$1,500. All the passengers in that car bought bulls.

On the ride home from that early December sale, the car was pretty quiet.

Finally "Shep" broke the ice with, "You sure bought Momma a fine Christmas present!" And everybody relaxed.

"We're selling some bulls out of Dickson County now," Shephard says. "One cattleman sold three out of four bull calves he was saving out to some onfarm visitors for \$250 each—which was underpricing them, I thought. But I did get him to keep the best bull calf.

"This improved beef cattle quality stems a lot from buying those good, performance-tested bulls. Since that first trip to the performance-tested bull sale, lots of such bulls have come into Dickson County. One year the cost of these totaled \$11,000 or \$12,000," Shephard recalls.

"I'd like to see enough top-notch cattle here that folks will say 'That's cattle country!' Not for me, but for the people—they deserve it. They are the finest people in the world!"

It's beginning to look like M. O. Shephard will realize his goal one of these years. □

*County Agent M. O. Shephard, Jr., sells performance testing by getting out onto the Dickson County farms. Shephard, right, talks with a farm manager about putting cattle on test.*



# Nebraskans cooperate to establish new crop

Farmers in five Nebraska counties are proving what University of Nebraska horticulturists have been saying for quite a while—that vegetables can be a profitable crop in Nebraska, under the right conditions.

Some of them have been growing cucumbers for a Minnesota pickle company since 1967. And some have grossed as much as \$1,833 per acre, even under extremely dry growing conditions.

County agents and University Horticulturists have worked closely with the company and the growers to insure the success of the venture. The project got started because the Minnesota company needed more growers to help with their expanding pickle business. The Department of Horticulture and Forestry was ready with the information they needed to help them pick the right location.

A brochure on the potential for vegetable production in Nebraska had already been prepared, describing growing season, annual precipitation, soils, and water resources in various areas.

The department also had compiled weather records for various parts of the

State over the past 100 years and put these on computer tape.

With this help, the company decided that Pierce County, in northeast Nebraska, would be ideal for growing cucumbers. Also, they felt that by moving south from the Minnesota-Wisconsin area they could extend the growing season for fresh cucumbers by about 10 days to 2 weeks.

I helped company representatives conduct several grower meetings. At these, the possibilities for growing cucumbers were explained to the farmers. We stressed the fact that small, half-acre plots were best to start with. In other words, they were advised to plant only as many cucumbers as the wife and children of the family could care for.

In the first year, 1967, 181 farmers contracted for 146 acres. Because of unfavorable weather, however, not all growers delivered cucumbers.

Picking is the big problem. It requires around 300 to 400 hours of labor for each acre. Needless to say, most of the labor is used in picking.

by  
Henry Kumpost  
Cooperative Extension Agent  
Pierce County, Nebraska

Many growers picked cucumbers every 3 days. Those who did this received above-average returns. Growers who picked every 2 days had a 16 percent increase in returns, while growers who picked cucumbers every day showed a 24 percent increase in return over those who harvested every 3 days.

The greatest return came when the entire family was engaged in the cucumber growing project. The next best return was when older children were in charge. Next best was when the mother was in charge. When the man of the house was in charge, yields were down considerably. This generally was because the fathers' incentive to pick cucumbers may have lessened somewhat after performing other required duties.

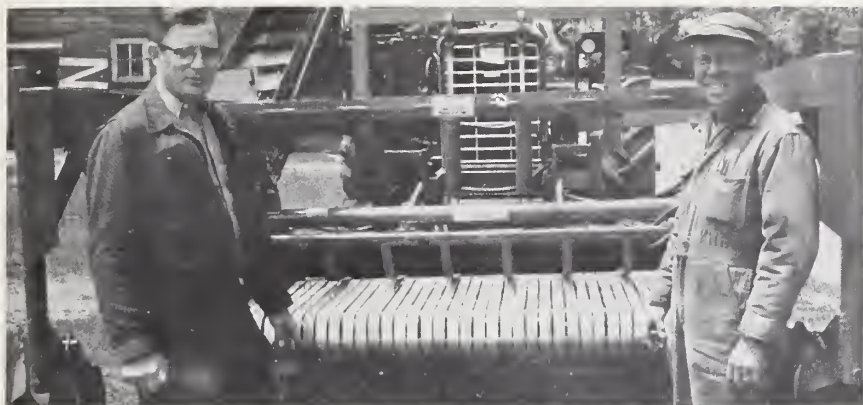
Youngsters can do a good job of growing cucumbers, and the returns are high enough to be a good incentive for them.

The interest in cucumber production in northeast Nebraska became so strong that the company added six more collection stations in addition to the two original ones at Pierce and Scribner.

The company had 683 acres of commercial cucumbers under contract in 1968. Despite extremely dry weather over most of the area, the cucumbers maintained good yields. This surprised many of the growers, as they do not consider cucumbers a drought tolerant crop.

Acreage remained about the same in 1969 and 1970, and the crops again were profitable. In 1970, the company expanded its operations into four new counties—Richardson, Johnson, Nema-





*At left, County Agent Kumpost and a Pierce County producer examine a mechanical cucumber harvester that has been tested in the county. Existing models are not satisfactory because they destroy the vines in the picking process. This reduces yield, since not all cucumbers in a field are ready for harvest at once.*

ha, and Pawnee. By moving the operation south, they hope to get a week or 10 days' longer growing season. I met with the county agents in these four counties to pass along to them Pierce County's experiences in cucumber growing.

The future looks good for profitable vegetable crops in Nebraska. Here, as anywhere, cooperation between Extension, the college of agriculture, growers, and the contracting company helps to insure that such ventures are undertaken with reasonably sure possibility for success. □



*Two Pierce County farmers' wives, above left, demonstrate a "creeper" apparatus which makes cucumber picking easier. At right, Pierce County cucumbers are sorted and graded in a Minnesota plant.*

by  
D. G. Harwood, Jr.  
and  
R. C. Wells  
*Extension Economists, Farm Management*  
and  
Ruth Sheehan  
*Assistant Television Editor*  
*North Carolina State University*

## Estate planning—popular topic in N.C.

"My husband and I are past 70 years old, in poor health, and need advice as to the wisest way to leave our property for our three married daughters and eight grandchildren, and yet be safe in having what we need while we live."

Requests such as this prompted home and farm management specialists at North Carolina State University to initiate an educational program in estate planning. The public response to this program in North Carolina suggests that such an educational effort would benefit property owners in other States as well.

The experiences of Extension workers in North Carolina in organizing and conducting this program should be of

value to workers in other States who are contemplating similar programs.

North Carolina Extension Farm Management Specialists R. C. Wells and D. G. Harwood, Jr., and Home Management Specialist Mrs. Justine Rozier used the University's educational television network to present a three-part series on estate planning in January 1970.

The 30-minute shows were aired at 7:30 p.m. on successive Wednesdays. The first presentation was entitled "Why Make a Will"; the second, "Property Transfer Methods"; and the third, "Estate Settlement and Death Taxes."

County agricultural and home economics agents publicized the TV series in their respective counties and encouraged people to view the series in their homes. And people watched—310 written requests for additional information were received from viewers. Although it cannot be measured with certainty, a response of this magnitude indicates a total viewing audience of about 8,000-10,000.

In addition, Extension workers in 10 counties organized viewing groups with followup discussion periods. Attendance in these counties for all three viewings totaled 1,024.

Rowe McNeely, Rowan County Extension chairman, said, "Our staff organized a group to see the series at the Farm and Health Center. Following the program on TV we had a discussion period along with questions and answers. We used local attorneys as experts in this field. The response was great."

*Many planning conferences, such as the one at right, were held to coordinate visuals, scripts, advance publicity, organized viewing groups, publications, etc. Below, cameraman films a program segment depicting a couple visiting an attorney for counseling on estate planning.*





Mrs. Dorothy Johnson, home economics agent in Johnston County, wrote, "The use of TV for such a program was unique and interesting. There were people present that had never been in the Extension office. It was something they were interested in knowing more about. If time had presented itself, they could have asked questions all night."

Because of the encouraging initial response, the series producer, Mrs. Ruth Sheehan, and the director, Mr. Dick Snavely, arranged additional showings. Videotapes of the series appeared on three commercial television stations during February, March, and April.

The series was rerun on the University network in July. Despite showings during nonprime viewing hours and some unforeseen scheduling difficulties, 155 written requests for more information were received. Requests for publications came from as far away as Texas and Massachusetts, presumably from viewers passing through North Carolina during the series.

Much of the success of the TV series can be attributed to organization and preparation done during 1969. Although Extension leaflets dealt with several facets of estate planning, no comprehensive publication in this area had been prepared.

W. P. Pinna, instructor in business law, helped prepare an extensive reference publication, an abbreviated leaflet, and the TV scripts. The publication and scripts were reviewed and endorsed by the North Carolina State Bar and the office of the Attorney General for the State of North Carolina.

In view of the concern of women in estate planning, advance information sent to county Extension workers stressed the importance of a joint approach to both husbands and wives in promotional activity.

Because of the technical nature of the information, the TV producer and director developed simple but effective visuals for highlighting important points. Participants adhered strictly to scripts to insure accuracy and conciseness.

A number of visual techniques provided visual variety and maintained viewer interest. For example, a simulated conference between a lawyer and clients was staged to acquaint viewers with the procedure of making a will. Special lighting effects were used, too. Promotion spots on TV and radio and in the press helped build the viewing audiences.

On TV and in all printed material distributed in connection with the estate planning program, property owners were cautioned not to attempt to develop

an estate plan without the assistance of an attorney.

The impact of the initial television efforts is still in evidence. Since the series was presented, requests for specialist help with estate planning have led to presentations at the western North Carolina homemakers conference, the North Carolina Farm Credit Conference, a symposium for forest consultants, North Carolina FHA supervisors meeting, two North Carolina 4-H leadership conferences, and others.

Increases in county Extension plan of work requests for specialist assistance in estate planning reflect renewed interest in this subject matter. The November issue of the *Tarheel Economist* was devoted exclusively to estate planning. This leaflet goes to more than 10,000 North Carolinians each month.

To date, requests for the publication, "Estate Planning for North Carolina Farm Families" have exceeded 5,000.

Comments from television viewers attest to the interest of the public, and encourage additional efforts in estate planning. One wrote, "Everyone having substance—desiring security for self and family—should see these programs in their entirety. They were enlightening and informative." Another said, "... found it interesting and valuable, especially as we are newcomers to this State."

This experience leads us to believe that mass media can be used effectively to create an interest in and disseminate management information to a broad spectrum of clientele. The public seems eager for this type of information. □





# A new city—a new opportunity

Something exciting is happening along Route 29 between Baltimore, Maryland, and Washington, D.C.—a complete new city is developing. Houses are not just springing up, for Columbia is a planned city. When complete, it will be the second largest in Maryland. It plans to provide complete community facilities for all its residents.

Housing for all income levels is included in the plans. Apartments and homes for low- to middle-income families are now being built.

What does all this mean to the Howard County Extension Service? "The development of Columbia in our county has been a real challenge and a great opportunity for Extension," says Mrs. Judy Cottrell, Extension home economist.

The Interfaith Housing Corporation (IHC) is building and managing Columbia's low- and middle-income units. "A particularly exciting opening came when Ronald Williams, manager of the Interfaith Housing Units, called the Extension office to see if we could help him," said Mrs. Cottrell. "He wanted an idea of the amount of money a family of four, on a \$6,000 income, should spend in furnishing an apartment. We ended up working together and setting up a model apartment in the IHC units."

Mrs. Cottrell had been working with the Community Action Council in Howard County, and so was aware of the needs of the low-middle income families. She was also alert to the developments taking place in Columbia and had introduced many of its residents to Extension through special interest meetings at one of the new city's community centers.

Mrs. Cottrell and Williams saw a

real need to help families who were moving, in many cases, from inadequate housing to a bright new apartment or townhouse.

The families were generally older couples or young parents with several small children. They needed help in furnishing their new homes; they also needed ideas and a chance to see what could be done to achieve an attractive home.

It was decided to completely furnish a model apartment, not as something to be copied but as a place to gain ideas. Mrs. Cottrell felt that many of the families would not be completely furnishing their apartment with new things but after getting ideas would do specific projects or buy furnishings as money became available.

The model townhouse apartment was chosen as the IHC office for the 300 housing units. This meant that everyone living in the units would have the opportunity to see what could be done on a limited budget.

A furnishings budget of \$1,800 was set up as average for a family of four with an annual gross income of \$6,000. Kitchen appliances were supplied. This budget was to include everything from carpeting to pot holders, with one exception—a television set.

Williams and Mrs. Cottrell shopped as average consumers. They accepted no discounts or gifts. They soon learned not to tell merchants what they were doing so that they could avoid getting special prices. Within a 5-week period, 250 items were purchased from more than 50 stores in the Columbia-Baltimore area.



*To save money, Mrs. Cottrell made the colorful spread and the accessories for the bedroom. The small furniture provides plenty of storage space.*

Furniture and carpeting consumed a major portion of the budget. To economize, Mrs. Cottrell made draperies, bedspreads, and accessories (bed pillows, burlap wall hangings, "decoupage" pictures, and paper flowers.) She found that little things—books, thread, towel racks—added up and cost a lot when bought all at once.

To save both money and space, many functional items served decoratively—kitchen canisters, for example. Spanish furnishings were selected, but a great deal of shopping had to be done to find furniture of the scale suitable for the apartments. Mrs. Cottrell feels that the same buying principles can be applied regardless of the style of furniture preferred.

"This project has been a good way to

EXTENSION SERVICE REVIEW



by  
 Shirley J. Mott  
*Extension Home Economics Editor*  
*University of Maryland*  
 and  
 Judy B. Cottrell  
*Extension Home Economist*  
*Howard County, Maryland*

*A resident, left, makes a selection from the rack of Extension publications in the model apartment. Below, Mr. Williams and Mrs. Cottrell look over the Home Furnishings Guide in the living room of the model apartment.*



reach people," says Mrs. Cottrell. "We have not only an attractively furnished model apartment but a growing program for residents and great interest from other Columbia homemakers. It has also initiated volunteer assistance of various persons in the community asking where they might be of help."

Residents have indicated an interest in learning to make selected accessories. Volunteer assistance already has provided courses to teach these skills to over 400 Howard County women.

To further help residents, Mrs.

Cottrell, with the assistance of the home furnishings specialist, Elizabeth Langsdale, developed a consumer guide. This is a summary of every item that was purchased for the apartment, including the cost, type of store where purchased, and reason for the selection.

A bulletin rack in the apartment provides the Home Furnishings Guide and bulletins on such things as drapery and slipcover making and money management. More than 2,000 pieces of literature have been distributed from the model apartment.

An immediate followup planned by Mrs. Cottrell is a Home Decorating Festival to be held at Columbia. Business, industry, and the Extension Service will cooperate to bring helpful information directly to the community where, because all the homes are new, families are seeking help with furnishing problems.

During the festival the model apartment will be open to people outside of the community. Volunteers will play an important part in this total program.

Some effects are far-reaching. The president of the Interfaith Housing Corporation hopes to involve Extension home economists in other geographic areas where they have similar housing units. Officials of the architectural firm which designed the Columbia units have indicated they may include a home economist on their planning board when they undertake another project.

Mrs. Cottrell feels that the project has been a real learning experience for her. "Anyone can do it," she says. "However, in addition to being an informed consumer, one must spend time and energy and plan carefully." □



Whatever the audience—commercial farmers, low-income homemakers, youth—Extension often helps most by “getting the ball rolling” for some sort of interagency cooperation to attack people’s problems.

Helping the handicapped is no exception, as a recent Alabama example proves.

For more than 36 years—since age 13—Johnnie L. Doss has had a seeing defect. Though he has had tremendous

# Marshaling community resources to help the handicapped

by  
W. L. Strain  
*Extension News Editor*  
*Auburn University, Alabama*



*Visually handicapped Johnnie Doss, left, and Mrs. Doss have a better life now that Doss has learned a trade and the Extension Service has helped them get assistance from several other agencies. Here, County Extension Agent Charles Foreman talks with Doss about the chair bottoming business that is helping him support his family.*



difficulty seeing, he never gave up the idea of working.

Until 1955, despite his handicap, Doss did pulpwood work—hauling and loading logs. But then his sight became so bad that it was impossible for him to continue working. He was referred to the rehabilitation center at Linden where several doctors told him that nothing could be done.

Realizing that Doss would never be able to hold a regular job again, the counselors at the rehabilitation center recommended that he attend the Talladega School for the Blind and learn a trade.

But Doss couldn't accept the idea at first. For 10 years he did piecework—anything that anyone would hire him to do—hoping that some day his condition would improve.

After a number of years of disappointment, Doss realized that he wasn't getting any better. Jobs became harder to get. In 1965 he decided to attend the Talladega School for the Blind. After 3 months, he completed his course in repairing and putting cane bottoms in chairs. He returned home with great hopes and intentions of starting a business that would help him earn a living.

"What really got me on the way," says Doss, "was a letter from the rehabilitation office to Extension Farm Agent Charles Foreman asking him to assist me with planting a garden.

"Agent Foreman didn't stop at that. He closely evaluated my situation and made recommendations on what he thought my potentials were."

Foreman advised the rehabilitation office that they could really help Doss by providing money for him to set up a program so that after 4 or 5 years he could become partially self-supporting. Foreman urged Doss to establish a small beef herd and set up a chair bottoming business.

"After the rehabilitation agency accepted my recommendations," says Foreman, "I immediately got in contact with other Government agencies in the county and requested their help with Doss' program. The agencies agreed, but Doss still had a problem—the 80-

acre farm where he lived belonged to his family. He couldn't make long range plans and get help from the agencies unless he could lease the land from his mother and his brothers and sisters."

Foreman quickly started working to get a lease, and after a little persuasion, Doss' family agreed to grant him a lease on the 80 acres.

"After getting the lease, the ball started rolling," says Foreman. "The Farmers Home Administration loaned money to remodel the house, buy materials for bottoming chairs, pay for a sign to advertise his business, and to help finance planting a garden and other crops."

The county Welfare Department provided money for Doss to buy food and clothing for his family.

The Soil Conservation Service drew up plans for seeding and fertilizing pastures, and the Agricultural Stabilization and Conservation Service put up their share of money for improving his pastures.

"When the pastures were ready, with money put up by the rehabilitation program and FHA," says Doss, "Agent Foreman helped me buy 10 cows with calves at their sides. Having good pastures and calves already on the ground helped me realize some quick returns from the project."

In all, six different agencies helped Doss get started. And with their help Doss got a new start that has given him new hope. He is living better and his future looks promising.

Today Doss gets almost a 100 percent calf crop from his 10 cows. He sells steer calves to make payments on his FHA loan, and the other money is used to help with other family necessities. Heifer calves are kept for replacements.

Doss' chair bottoming business is growing and becoming widely known. Recently his chair business has added \$300 to his yearly income.

In order to improve and expand his cattle operations, Doss rents 20 acres of land joining his farm. To help feed his herd, he raises a little hay and plants a few acres of corn.

"Right now," Foreman says, "Doss has reached the point where he can contribute some to the support of his family's living expenses, and, with the help he gets from supporting agencies, he lives fairly well."

Though Doss worked hard to make it, he gives credit for much of his success to Mrs. Doss and their eight children now at home. Some of the children are small, but they still help when they can. For instance, some of the older children have even learned to bottom chairs.

Doss says, "I tried to get help for so long that when I got it, I really didn't believe it could be true. After getting into this venture, I have found that a person can help himself a lot if he gets a chance."

"We are living much better now than we were before my husband started this program," comments Mrs. Doss. After making improvements on the house, Doss dug a well himself and the family now has clean, sanitary drinking water.

Doss says, "You know, our county agent is a wonderful fellow. If he hadn't known how to get us help from all of these agencies, I don't know what we would be doing today."

Foreman is convinced that agency cooperation is a fine thing. "But most of all," he says, "we can help people who want to help themselves and who will let us help them. Many individuals like Doss could be helped, but most of them wait until they get into a jam, and then they come or are sent to us.

"With the program Doss has," Foreman adds, "he won't get rich—but with continued help from the different agencies—he will live." □

losophical and psychological attitudes toward aging, health hints, and senior citizen gyms to nutrition, nursing home laws, and an explanation of some of the services offered by other agencies.

To provide further information regarding nutrition needs of older citizens, 50 men and women over age 65 were interviewed to determine foods eaten during a recent 48-hour period. Results of this survey were given to Mrs. Kay Wade, area home economist who specializes in nutrition, for further development of a nutritional program.

Three "Green Hills Gerontology" columns dealt with nutrition, health, and longevity, and offered the University of Missouri bulletin "Meals for One". Several dozen people requested the bulletin, including seven from out of State.

A talk on "How to Live to be 100" stressing mental health, physical fitness, and good nutrition was given to audiences of senior citizens in six of the nine counties. This has aroused additional interest. Area home economists planned demonstration meetings with OEO aides

## Project reveals needs of elderly

What information do older citizens want that will help them with the problems of everyday living? How can Extension help them obtain this information?

The University of Missouri used a survey to discover the answers. It was part of a 1-year Pilot Project in Gerontology in the Green Hills Area. In these nine north central Missouri counties, the concentration of persons over age 65 runs from 17 to 25 percent of the total population.

The survey was given to senior citizen clubs in three of the counties and 99 questionnaires were returned. The older citizens checked 428 topics about which they wanted additional information.

—55 wanted to know more about social security, medicaid, medicare, and home health care.

—42 wanted to know more about foods and nutrition.

—39 wanted to know more about estate planning and wills.

—38 wanted to know more about improvement of the area and methods of working in the community.

—35 wanted to know more about the history of the area.

—27 wanted senior citizen housing information.

—27 wanted consumer education helps in stretching the dollar.

—27 wanted information on health and physical fitness.

—27 wanted to know more about State welfare laws.

Several other topics were mentioned, including art appreciation, defensive driving, and public speaking.

Several of the most popular requests could best be handled by other agencies directly concerned such as the Social Security Office and the State welfare department. Of the remainder, most could be included in the Extension program offered in the Green Hills Area.

A new column especially concerned with reaching the older citizens was sent to all 14 newspapers in the nine-county area. Called "Green Hills Gerontology," it dealt with a variety of subjects during the year ranging from phi-





on using commodity foods and good nutrition.

Requests for information on estate planning and wills fit into a program already available. A workshop on "The Law in Missouri" had been presented in many counties, but not in the Green Hills Area.

The workshop series set up by Miss Mary Johnson, family economics specialist, consists of eight possible topics. Working with a representative of the Missouri Bar Association for Northwest Missouri, the continuing education programmer set up workshops in seven of the nine counties.

Local committees consisting of members from the Homemakers Council and the Senior Citizens Council were involved in planning in each county. They chose four topics: With This Ring I Thee Wed, Estate Planning for the Average Family, Legal Aspects of Settling Your Estate, and Legal Aspects of Insurance.

Nineteen sessions were held, and 16 attorneys helped make arrangements or presented talks. Attendance at workshops ranged from 24 to 154. More than 600 different individuals registered at one or more workshop sessions.

Some counties have requested additional workshop sessions. Mrs. DeLois Buswell, area home economist, is guiding plans for these sessions. No attempt has been made to limit the audience to senior citizens, but the majority of those attending have been either of retirement age or looking ahead to it.

In the two counties where workshops on "The Law in Missouri" were not held, Mrs. Ella Binney, area home economist, and George McCollum, area farm

management agent, held classes on "Estate Planning for Farmers" which were attended by 60 persons.

Two columns on making wills and getting affairs in order were carried in "Green Hills Gerontology". Two Extension publications mentioned in the column brought in many requests. More than 400 copies of "A Will of Your Own" and approximately 300 copies of "Estate Planning for Missouri Farmers" were distributed at meetings and mailed.

Donald Boesch and Miss Gaye Gilbert, Green Hills Area community development agents, have worked closely with the pilot project since its inception. One of the goals was to make the citizens aware of the area's high proportion of older people and how this affects outward migration, lack of industry, declining population, and lack of income.

Talks have been given to civic groups, church groups, Extension sponsoring boards, and senior citizen groups to acquaint people with the needs. The leadership potential of older citizens is recognized and attempts are being made to use this in working for bond issues, low-income housing, and other civic enterprises.

There is a need for organized volunteers and the FISH program has been started in Livingston County as a means of getting older citizens involved in community participation.

Senior citizen housing involves cooperation with other Government agencies such as HUD and FHA as well as getting local citizens involved. The Green Hills Gerontology column explored housing possibilities within the area and devoted three columns to low-rent senior citizen housing.

A followup series of three articles investigated the Missouri Nursing Home Law as it applies to licensed nursing homes in the Green Hills Area. There are 1,006 elderly patients in licensed nursing homes in the nine-county area and perhaps 1,500 more in nonlicensed homes.

One of the continuing education programs offered last year was a class in recreational therapy for nursing homes. This course was set up by Mrs. June Lamme, continuing education programmer, and was taught by Bart Enriken of the University of Missouri's Department of Recreation and Parks Administration.

Three columns in "Green Hills Gerontology" were devoted to consumer education, including rackets that prey on the older citizen, drugs, and pitfalls of buying by mail.

Many older citizens in the Green Hills Area are economically deprived and need help in planning their meager budgets. An area home economist plans a followup program to give more emphasis to this field.

Some information on health and physical fitness also has been made available. In this field, senior citizens need information on attitudes about aging, planning for retirement, leisure time activities, concern for others, and the problems of family relationships.

A 1-year pilot project does not provide enough time to solve the problems of aging. But it can raise some questions and establish some trends. In the Green Hills Area, Extension agents are now more aware of this segment of their audience—and they know more about senior citizens' needs and how they can be met. □

*The pilot project on the aged in Missouri's Green Hills Area called Extension's attention to a wide audience of eager, talented senior citizens like John Hoyt, left, who is 93 and still paints and writes poetry.*





# Extension's rural development responsibility

Extension's responsibility to rural development is not new, nor is rural development work new to Extension. In the early stages, however, emphasis was on rural development through helping individual families; today, it involves assistance to total communities. The basis for Extension's rural development work can be traced right back to the founding legislation. The Smith-Lever Act charged the Cooperative Extension Service with the dissemination of information on "Agriculture, home economics and subjects related thereto." The House Committee on Agriculture, which cosponsored the Act, asked Extension to "give leadership and direction along all lines of rural activity—social, economic and financial . . . and to every movement, whatever it may be, the aim of which is better farming, better living, more happiness, more education, and better citizenship."

Rural Community Development Clubs in Tennessee date back to 1910. West Virginia published circulars and leaflets on rural development in 1918 and 1921. Mississippi incorporated rural development work into its annual plan of work as early as 1918 and employed a community organizations specialist in 1926. There are other examples of early work in this area.

We've had a long and distinguished history in rural development, even though emphasis has varied from time to time.

Interest has been increasing in rural development since the early 1950's. Several factors underly this growing interest. They include the trend from a largely subsistence type of agriculture in the early days of the Smith-Lever Act to the highly commercialized agriculture we know today. Coincident with this trend was the growing interdependence between the farm and nonfarm sectors of our society. Many problems plaguing our urban centers have their roots in less prosperous rural communities. Finally, interest in rural development has grown because of the many communities that stand as examples of the benefits of effective rural development programs. It is now generally accepted that effects of many factors external to the farm are just as influential on the family's well-being as are those factors within the physical boundaries of the farm.

If we are to meet our full responsibility to the agricultural community as envisioned in the Smith-Lever Act, then rural development must be an essential element of Extension work. Modern agriculture and the modern farm family need the full range of public and private services that their city counterparts need. Indeed, the strength of the farm community depends to a rather significant degree on the community's ability to provide the services and facilities essential to modern family needs. In addition to benefits for the farm family, services and facilities provide a broad tax base to support community needs, and job opportunities for those who can't farm or who don't choose to.

Rural Development is the process through which such communities are built and maintained. Experience has amply demonstrated that the diversity of needs of different communities precludes the notion that rural development is a pre-packaged program containing solutions to all communities' needs. Likewise, experience has shown that rural development is an interdisciplinary undertaking—not a job just for the rural development staff and apart from other Extension concerns.

Moving to meet our responsibilities in rural development in the face of all other demands suggests that each of us review carefully our own priorities and allocation of time. Time devoted to a rural development task force, or committee, or in bringing disciplines outside Extension to bear on community problems just may be the most valuable use of our time.

Reallocating resources and diverting time from traditional subject-matter pursuits to the cause of rural development is not expected to be without pain—but then success has a pleasant way of masking pain. Just ask the Extension client who successfully increased profits or family well-being through reallocation of resources as advised by an Extension worker.

Now may be the time to take our own advice—consider the potential benefits of resources and time devoted to rural development as opposed to potential benefits of the same bundle of resources and time devoted to subject-matter pursuits.—WJW